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ABSTRACT

During the week of May 20-26, 1974, a telephone survey to determine television viewing patterns was conducted in the six-county Chicago metropolitan area. For the 4,662 respondents, data were collected concerning family characteristics and time spent watching the various programs offered by WTTW, Chicago's public broadcasting station. Nearly 43% of the sample had viewed WTTW at least once during the previous week with the highest viewing rates found in the suburban areas and among those with higher levels of educational attainment. Differences in viewing patterns among occupational groups and racial groups were slight. Unique viewing patterns were found for public affairs programs, childrens' programs, and the annual fund-raising auction. Details of the survey design and tabular results are included. (EMH)

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A General Analysis of the Audience of

WTTW

Chicago, Illinois

Ronald Mulder

Corporation for Public Broadcasting
Office of Communication Research

December 1974

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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SUMMARY

Basic audience statistics for the public television audience of WTTW were established through telephone interviews with 4662 respondents during the week of May 20-26, 1974. The area surveyed was the Grade A Signal Area of WTTW, which includes six Illinois counties in the Chicago metropolitan area and two adjoining counties in Indiana.

Across the entire sample, 42.6% were in the audience of WTTW at least once during the preceding week. Viewing levels are the highest in the suburban areas and among those with higher levels of education. However, these differences in viewing reflect differences only in adult viewing patterns, not in children's viewing patterns. The frequency of children's viewing is approximately equal across geographical areas and educational levels. Much smaller differences in viewing WTTW are noted among different occupational and racial categories. Black viewing of WTTW is about equal to white viewing.

Children's programming is especially important for the public television audience in the Chicago area. Fully 69.7% of households including pre-school or elementary children are in WTTW's audience, while only 26.9% of those without such children are in the audience. A slight decrease in viewing is noted as children go from pre-school to elementary ages. In contrast, the level of adult viewing of WTTW is less than half that of the children's viewing.

The level of children's viewing of WTTW is even higher if their parents are also viewers of WTTW. However, the reverse pattern is much less pronounced. Evidently, few adults are brought into the audience of public television because their children watch it.

In households where the viewing of WTTW is not restricted to only one family member, viewership of WTTW rises substantially. In these households, viewing WTTW is a family-wide activity.

Even though multiple television sets in the home enable family members to view programs of interest simultaneously, this factor does not appear to increase the viewership of WTTW by any significant amount.

WTTW seems to compete most successfully with the commercial stations among people who normally watch television during the daytime hours. Viewing of WTTW almost doubles if the preschool or elementary child in the home views television during the daytime. Viewership also increases if the female adult of the household views during the daytime.

Public affairs programs are most attractive to men, while the women seem to prefer music/drama programs. Adult involvement with WTTW is lowest among families who watch only children's programs. Black respondents represent a disproportionate share of the households that watch only children's programs. This indicates that a large amount of black viewing is centered on the children's programs. Viewers who watch a variety of programs have the highest level of involvement with WTTW.

Viewing of the auction is slightly lower than the normal level of viewing WTTW--38.0%. However, since the auction's principal appeal is among adults, adult viewership appears to be higher for the auction than for the regularly scheduled programs. A closer analysis of the characteristics of auction viewers indicates that its audience has virtually the same characteristics as the audience of regularly scheduled programs.

Greatly improved signal reception is making it possible for WTTW to increase its viewership. Fully 37.7% of the sample noted a definite improvement in the signal quality of WTTW since the antenna was moved to the Sears Tower a month before the survey was made in late May 1974.

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INTRODUCTION

This is one in a series of studies undertaken by the Office of Communication Research of the Corporation for Public Broadcasting, with the support of a matching funds grant from the Ford Foundation. It is the first in a projected program of research for WTTW, channel 11, the public television station serving the greater Chicago metropolitan area. WTTW is a "community station" licensed to the Chicago Educational Television Association.

The data for the study were gathered by telephone interviews during May 20-26, 1974. The sample covered the Grade A signal area of WTTW. This region includes Cook, Lake, DuPage, McHenry, Will, and Kane counties in Illinois and Lake and Porter counties in Indiana. (See Figure 1.) The sample was drawn in conjunction with the 1972 telephone listing of dwelling units in each of the six districts. These figures are an extrapolation from the 1970 census figures and updated with new housing data obtained through telephone sources. Table 1 lists the areas, the number of dwelling units, the number of completed calls, and the weight to be applied to the response.

The sample of the present survey appears to represent the Chicago metropolitan area accurately. Almost all households (98.9%) have at least one working television set in the home (only 96 lack television sets). This compares favorably with the census figure of 98.7%. The 1970 census also noted that 17.6% of the Chicago metropolitan area is black, while 15.7% of the present survey sample is black. These comparisons with the census attest to the reasonable representativeness of statistics presented in this report.

Interviews were collected by the Institute for Social Action, a division of Richard D. Jaffe & Associates, Inc. Close supervision of interviewers was maintained throughout the survey. A total of 633 respondents were re-surveyed to check that the interviews were accurate and complete. The interviewing was completed in one week, May 20-26. To avoid biasing responses, interviewers were instructed to introduce themselves by saying that they were calling on behalf of "Telesurveys of Illinois," a trademark of the contracted survey organization.

FIGURE 1

WTTW VIEWING AREA

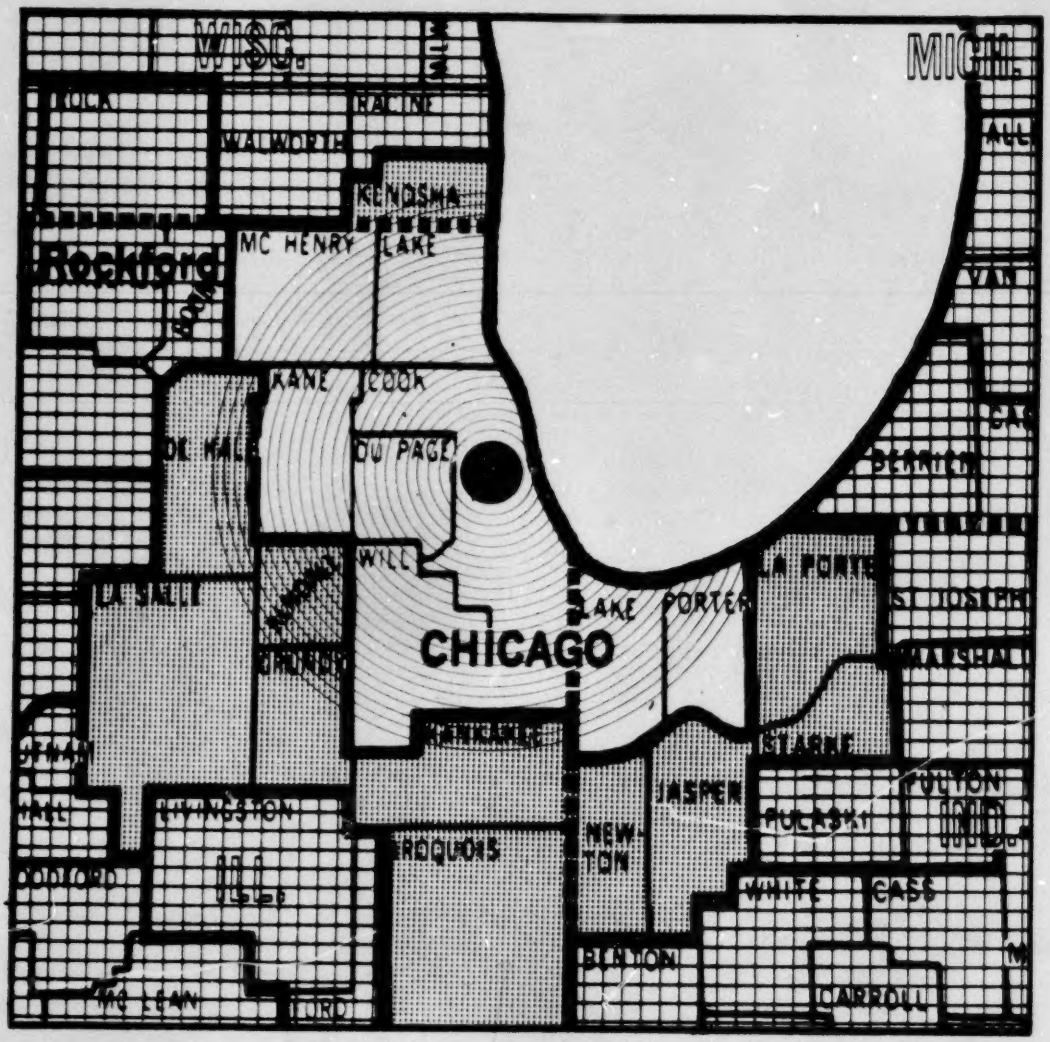

Table 1

SAMPLING INFORMATION: CHICAGO FILTER SURVEY, 1974

Area	Dwelling units	% total	Sample size	Per-cent	Com-pletions	Per-cent	Weight
Suburban North	334,864	13.77	1,424	16.9	808	17.3	0.7953
Suburban South	200,378	8.24	628	7.5	379	8.1	1.0172
Suburban West	349,281	14.36	1,492	17.7	945	20.3	0.7073
Fox River-Joliet	184,687	7.60	784	9.3	463	9.9	0.7666
Calumet Area	154,021	6.33	634	7.5	295	6.3	1.0000
Chicago	1,208,327	49.68	3,456	41.1	1,772	38.1	1.3068
Total	2,431,558	100.00	8,418	100.0	4,662	100.0	

Since the primary purpose of the interview was to obtain information regarding family, rather than individual, viewing, the sampling unit was the household. Interviewers were instructed to accept any responsible adult in the household as a respondent. As necessary, numbers were called up to three times in an attempt to secure as many respondents from the original sample as possible. A completion rate of 55.4%, a very high figure for telephone surveys in northern cities, attests not only to the interest of the respondents in the questions asked, but also to the competence of professionally

trained interviewers. In total, 4662 interviews were completed. Data processing and analysis were performed by the author.*

GENERAL CHARACTERISTICS OF THE PEOPLE SURVEYED AND THEIR VIEWING HABITS

Figure 2 and Table 2 present a descriptive summary of the demographic characteristics of the total sample, with comparisons for the six component sections of the metropolitan area. The various suburban areas are remarkably similar and show a consistent pattern of differences when compared to the central city. In general, one can note the following differences:

1. The central city has more than its share of one- and two-member households, while the suburban areas show an excess of households with children present.

2. The central city has a predominance of older people, while the suburban population is concentrated more heavily in the middle-age groups.

3. The suburban population has a higher level of education than the central city.

4. Residents of the suburbs are more likely to be employed, and when employed they tend to hold skilled, managerial, and professional positions.

5. Minority groups are virtually absent in the suburban areas.

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* Since similar research projects have been conducted in other metropolitan areas, the author has profited a great deal from the pattern of analysis found useful in other reports. In order to facilitate comparisons among various projects, the order and format of many statistical tables have been maintained. The author is especially indebted to Dr. Jack Lyle, Director of Communication Research of the Corporation for Public Broadcasting, for his guidance in setting up the present research project. Helpful comments on an earlier draft were provided by Richard Bowman and Terry Turner, staff members of WTTW. My appreciation is also expressed tc N.M. Sanford whose thoughtful editing of the text greatly improved the readability of the final report.

FIGURE 2

DEMOGRAPHIC CHARACTERISTICS
IN CHICAGO AND THE SUBURBS

Size Of Households In Chicago And The Suburbs

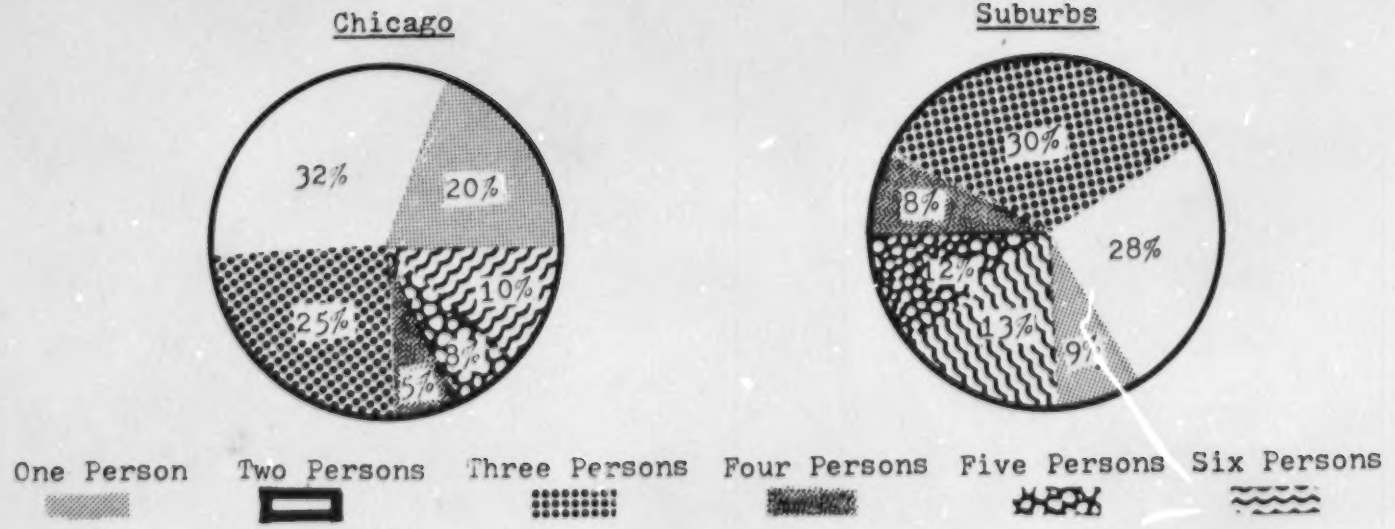

FIGURE 2 (CONTINUED)

Levels Of Education Of Male Of Households In Chicago And The Suburbs

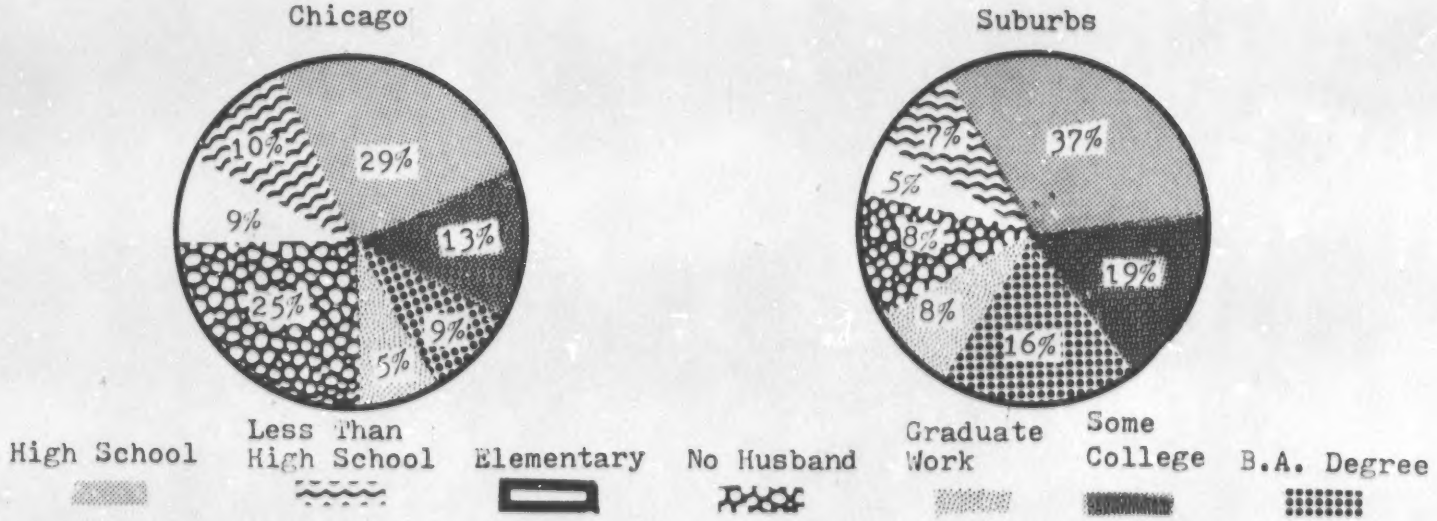

FIGURE 2 (CONCLUDED)

Racial Composition Of Chicago And The Suburbs

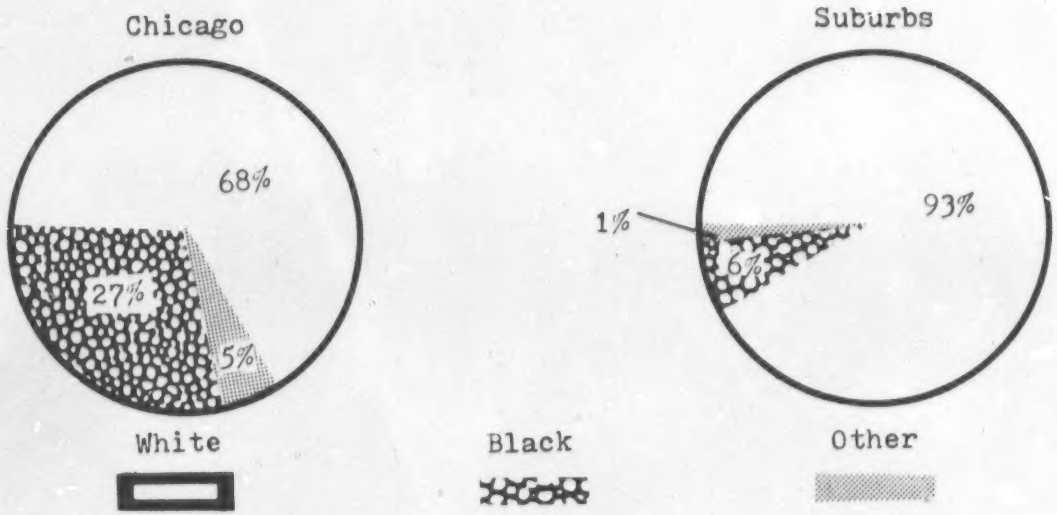

Table 2

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE: CHICAGO FILTER SURVEY, 1974

Item	North suburbs (N=643)	South suburbs (N=383)	West suburbs (N=668)	Fox River-Joliet (N=355)	Calumet (N=295)	Chicago (N=2310)	Total (N=4662)
Size of household							
Single person	7.4%	8.5%	10.2%	9.9%	10.5%	19.6%	14.4%
Two persons	28.6	26.8	30.9	26.6	26.8	31.6	30.0
Three persons	31.7	30.2	30.2	31.3	28.5	25.6	28.1
Four persons	10.5	5.8	6.0	9.9	8.1	5.4	6.7
Five persons	12.3	12.2	11.2	11.9	11.5	8.0	9.9
Six or more	9.5	16.4	11.4	10.4	14.6	9.7	10.9
Children in household							
Pre-school age children	19.9%	24.3%	19.9%	26.4%	25.9%	16.0%	19.2%
Elementary age children	35.3	33.0	31.5	31.9	35.4	22.5	27.9
Teenagers	24.6	27.7	22.3	20.0	27.7	16.3	20.3
None	20.2	15.0	26.3	21.7	11.0	45.2	32.6
Age of head of household							
Under 30	14.0%	11.9%	15.3%	16.7%	16.2%	15.5%	15.1%
30-39	25.5	21.1	20.5	23.3	17.3	15.3	18.7
40-49	23.6	22.5	21.9	20.1	23.8	17.6	20.1
50-59	20.3	22.0	19.4	18.1	20.2	19.9	19.9
60-69	10.2	14.9	14.0	12.0	13.7	18.5	15.6
Over 70	6.5	7.6	8.9	9.9	8.7	13.3	10.7

(More)

Table 2
(continued)

Item	North suburbs (N=643)	South suburbs (N=383)	West suburbs (N=668)	Fox River-Joliet (N=355)	Calumet (N=295)	Chicago (N=2310)	Total (N=4662)
Education level of male head of household							
Elementary	1.9%	4.3%	4.6%	8.0%	4.6%	8.6%	6.4%
Less than high school	5.3	7.3	5.2	10.4	7.9	10.0	8.3
High school	27.6	39.2	30.8	35.0	50.0	29.2	31.8
Some college	20.6	19.7	18.5	17.7	20.4	13.0	16.3
BA degree	22.7	14.3	21.8	15.0	6.4	9.3	13.7
Graduate work	13.3	7.6	9.8	3.8	3.9	5.4	7.1
No husband	8.5	7.6	9.3	10.2	6.8	24.6	16.5
Education level of woman in household							
Elementary	2.6%	6.5%	5.6%	7.5%	4.5%	13.3%	9.1%
Less than high school	6.2	10.9	6.4	9.2	12.9	14.1	11.1
High school	39.4	52.6	43.9	51.5	55.9	37.6	42.3
Some college	24.2	16.9	19.5	16.9	17.1	15.1	17.5
BA degree	17.6	6.3	15.2	10.7	4.5	8.9	10.7
Graduate work	7.4	4.4	5.7	0.7	0.7	3.3	3.9
No wife	2.5	2.5	3.7	3.5	4.2	7.7	5.4
Employment status of head of household							
Employed	87.3%	83.2%	84.5%	83.2%	76.7%	70.7%	77.4%
Retired	10.2	14.4	11.6	14.2	19.5	13.7	15.8
Student	0.9	--	0.1	0.4	0.3	1.0	0.7
Unemployed	1.6	2.4	3.8	2.2	3.4	9.6	6.1

(More)

Table 2
(concluded)

Item	North suburbs (N=643)	South suburbs (N=383)	West suburbs (N=668)	Fox River Joliet (N=355)	Calumet (N=295)	Chicago (N=2310)	Total (N=4662)
Occupation of household head							
Manual	4.7%	5.6%	3.9%	3.8%	12.2%	9.8%	7.3%
Semi-skilled	2.8	9.6	5.2	10.2	13.1	11.6	9.0
Skilled	17.9	32.6	22.5	31.1	36.2	26.6	26.1
Supervisor	6.8	9.0	8.1	13.7	10.9	6.3	7.8
Clerical	17.3	15.9	15.0	11.5	9.5	17.5	15.9
Manager	18.2	9.6	15.1	10.2	5.4	6.4	10.2
Professional	32.2	17.6	30.2	19.6	12.7	21.8	23.6
Race							
White	96.9%	93.1%	97.6%	95.2%	84.0%	68.4%	81.6%
Black	2.4	5.5	1.4	3.2	15.0	27.2	15.7
Oriental	0.1	--	0.1	0.4	--	0.9	0.5
Spanish	0.2	0.5	0.5	0.9	1.0	2.4	1.5
Other	0.4	0.8	0.4	0.2	--	1.1	0.7

It is important to keep these basic differences in mind as one studies and compares other statistical tables that follow. Since the subdivisions of the suburban area exhibit the same statistical pattern, all further tables noting geographical location will compare the central city with the suburbs as a composite.

Figure 3 and Table 3 present the basic information about the sample concerning the availability of television and the general viewing habits among the responding households. While at least one television set is available to virtually everyone in both the city and suburbs, the suburbanites have a greater probability of having multiple sets in the home. The numbers of hours spent viewing television in households of the suburbs and of the central city are approximately equal. More interesting, however, is the fact that a higher percentage of suburban pre-schoolers normally watch television during the daytime than do pre-schoolers in the central city. However, for elementary-age children this pattern is reversed.

Small differences between the central city and suburbs exist in regard to the method of channel selection. The most favored way of choosing programs both in Chicago and the suburbs is consulting "TV Guide," followed by weekend newspaper listings, turning the dial, and lastly consulting daily newspaper listings.* On a comparative basis, the central city dweller is more likely than the suburbanite to choose his television program by simply twisting his television dial or perhaps consulting the daily newspaper. The suburban population is more likely than Chicagoans to consult either "TV Guide"-- the magazine by that name or the weekly listing the Sunday newspaper provides.

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*It should be remembered at this point that the name, "TV Guide," is often attributed to the small booklets included with the Sunday newspaper. Therefore it is problematic whether the respondents were referring to the weekly listing produced by the newspaper or to the official "TV Guide."

FIGURE 3

TELEVISION AVAILABILITY AND VIEWING HABITS

Number of Television Sets in Chicago and the Suburbs

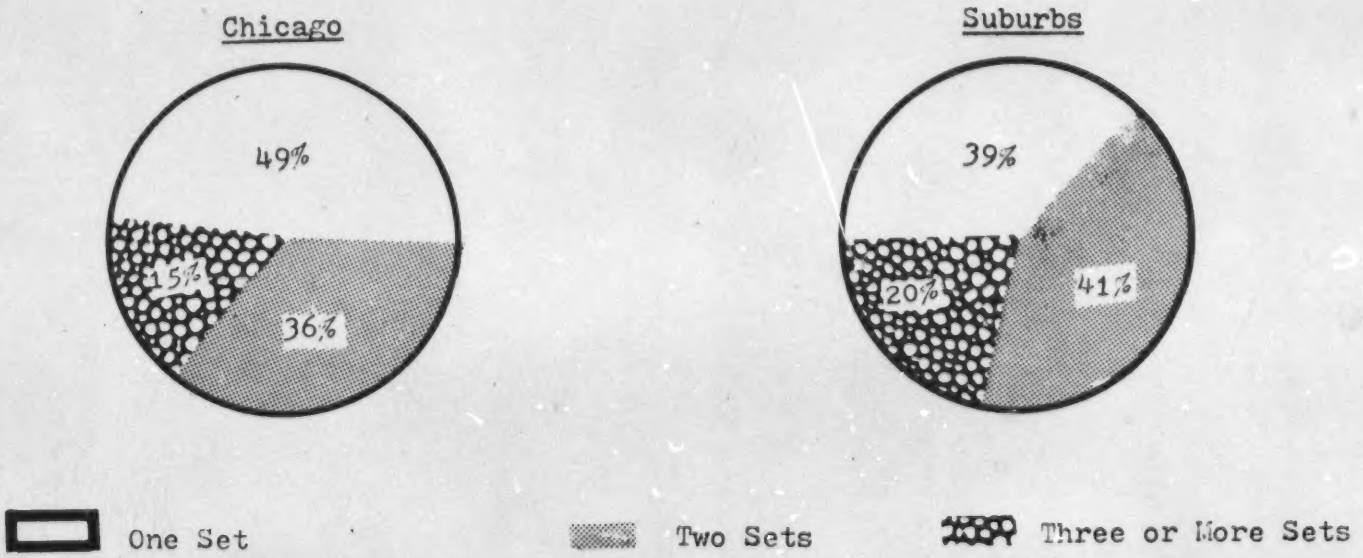

FIGURE 3 (CONCLUDED)

Daytime Watching Of Television In Chicago And The Suburbs

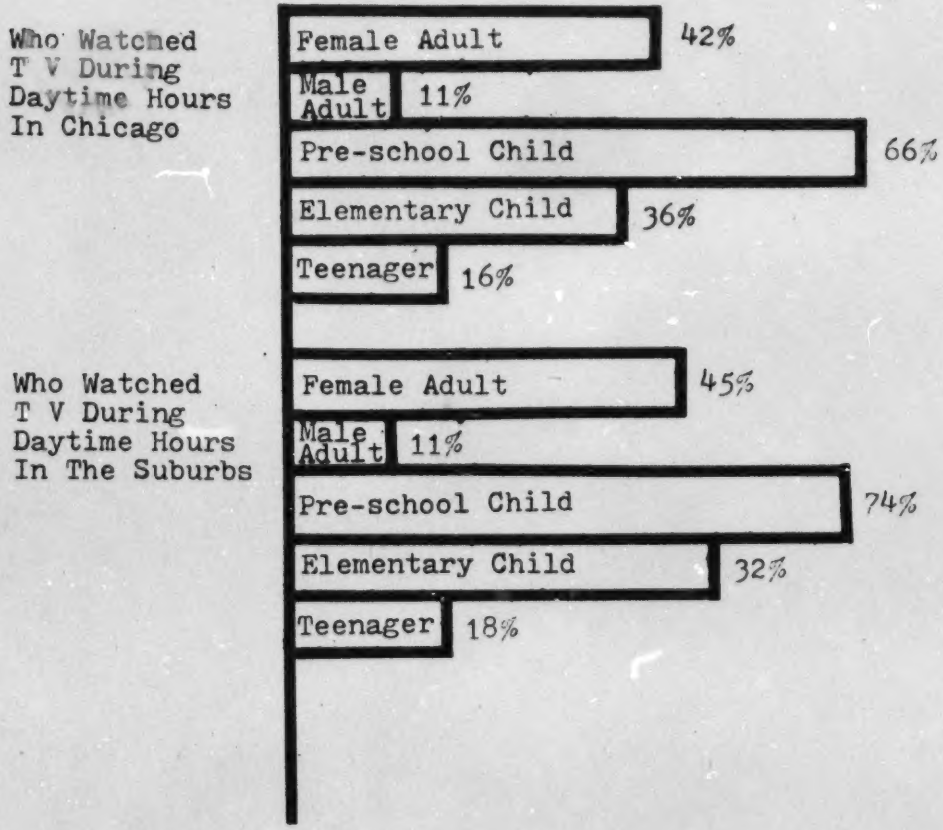

Table 3

TELEVISION AVAILABILITY AND GENERAL VIEWING HABITS

Item	Chicago (N=2315)	Suburbs (N=2346)	Total (N=4662)
Number of television sets			
One	48.5%	38.6%	43.5%
Two	36.0	40.9	38.4
Three or more	15.5	20.6	18.1
Hours television set is on during average weekday			
Not on	1.0%	0.8%	0.9%
Less than 1 hour	5.1	4.7	4.9
Two hours	12.3	10.2	11.2
Three hours	15.2	14.7	14.9
Four hours	14.6	16.6	15.6
Five hours	12.2	13.4	12.8
Six or more	22.9	24.6	23.8
"All day"	16.6	15.1	15.8
Who watched television during daytime hours			
Female adult	41.5%	44.5%	43.0%
Male adult	11.1	10.9	11.0
Pre-school child*	65.6	73.7	70.3
Elementary school child*	35.8	32.3	33.7
Teenager*	16.3	17.6	17.1
Method of channel selection			
Consult "TV Guide"	45.0%	49.0%	47.0%
Consult weekend newspaper listings	33.6	36.0	34.8
Turn television dial	14.2	10.2	12.2
Consult daily newspaper listings	7.2	4.8	6.0

*Percentages based upon households with children of this age present.

GENERAL CHARACTERISTICS OF WTTW VIEWERS

Respondents were asked several questions concerning their viewing of public television. Most of these focussed on WTTW. A household was classified as a viewer of WTTW if the respondent stated that someone in the family had watched WTTW and could name at least one program that was watched during the past week. Without exception, the audience statistics for WTTW viewership are higher in the suburban areas than in the central city. (See Figure 4 and Table 4.) Overall, 38.4% of the Chicago respondents are "viewers" as compared to 46.8% of the suburban audience. Table 4 shows that 42.6% of the overall sample viewed WTTW at least once during the past week.* Children's programs are the most popular programs viewed, followed by "drama/music" and "public affairs."

The group that demonstrates the most exposure to WTTW is pre-school (68.1%) and elementary age children (44.7%). Fully 71.3% of the suburban population of pre-school children was in the viewing audience of WTTW during the past week.

The size of the adult public television audience is less than half that of the children's audience. Among adult viewers, women in the sample appear to view substantially more public television than their male counterparts.

By looking at the self-classification of involvement with WTTW, one notes that the differences in viewing between Chicago and the suburbs is concentrated in adult rather than children's viewing. The frequency of viewing WTTW is remarkably similar among children, whether they live in the suburbs or in the central city.

Except for the greater number of children's programs named as being viewed last week, the distribution of programs is quite similar between city and suburbs. The presence of a third more children's programs in the suburbs (29.6%) than in the city (20.3%)is not surprising, since the suburban areas have a much higher percentage of households with children present.

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*The standard error for this statistic is 0.725. Thus one would expect, with 95% confidence, that the "true" level of viewing WTTW lies somewhere between 41.2% and 44.0%.

FIGURE 4

COMPARISONS OF VIEWING OF WTTW
IN CHICAGO AND THE SUBURBS

Table 4

VIEWING OF WTTW BY GEOGRAPHICAL AREA

Item	Chicago (N=2315)	Suburbs (N=2346)	Total (N=4662)
Viewership of WTTW			
Viewers	38.4%	46.8%	42.6%
Non-viewers	61.6	53.2	57.4
Types of programs named*			
Children's	20.3%	29.6%	25.0%
Drama/Music	14.3	16.0	15.1
Public Affairs	9.1	10.3	9.7
Other	2.0	2.4	2.2
Who watched WTTW during the last week			
Female adult	20.5%	24.9%	22.7%
Male adult	12.4	17.1	14.7
Pre-school age children**	63.5	71.3	68.1
Elementary school children**	45.8	44.0	44.7
Teenager**	13.5	15.2	14.6
Self-classification of WTTW relationship			
Adults			
Regular viewing "fans"	12.4%	12.5%	12.4%
View once a week	9.5	9.1	9.3
View now and then	52.6	56.7	54.7
Never watch WTTW	25.5	21.8	23.6
Pre-school and elementary children**			
Regular viewing "fans"	56.2%	55.2%	55.6%
View once a week	5.3	5.1	5.2
View now and then	26.1	28.5	27.5
Never watch WTTW	12.5	11.2	11.7

*Categories not mutually exclusive.
**Percentage based on households with children of this age present.

Three separate methods measuring viewership of WTTW are used in the present survey.

1. The respondent was asked to name the person (male or female adult, child of different age groups) who viewed WTTW last week.

2. The respondent was required to accurately name a program that someone in the household viewed last week.

3. The respondent was asked to classify his or her own and children's level of involvement with WTTW.

The standard definition of viewership that requires the respondent to accurately name the program viewed last week entails a slight bias, because respondents may have forgotten the title of a program that they indeed viewed. On the other hand, the self-classification method entails the risk that the respondent, who usually guesses that the survey is aimed at the viewership of public television, may respond affirmatively in order to please the interviewer.

A cross-tabulation of various methods of ascertaining the audience of WTTW is presented in Table 5. Considering the range of definitions used, the consistency of responses is encouraging. It is apparent that around five to six percent of those who consider themselves viewers of WTTW are lost in the standard definition of viewership because they could not name a program they had viewed during the preceding week. It is also interesting to note the reverse patterns. Evidently, 2.2% of the parents feel that their children "never" watch WTTW; yet in a different part of the questionaire they name a program that their children watched. Since "Sesame Street" and "Zoom" are such popular shows, it is possible that parents might easily have cited one of these titles when asked to name the show their children watched.

Somewhat more discouraging is the fact that 9.8% of the respondents classified as viewers of WTTW subjectively feel that their viewership of WTTW is so low that they state that they "never" watch the station. Perhaps the best explanation is that these respondents are comparing their exposure to public television with their much higher levels of exposure to commercial television, or it may be that their reference here reflects that all WTTW viewing in the home is done by the children.

Table 5

COMPARISON OF DIFFERENT AUDIENCE MEASUREMENT TECHNIQUES

Item	WTTW viewers (N=1986)	Non-viewers (N=2675)
Who in household watched WTTW during past week:		
Female adult	48.2%	5.5%
Male adult	28.0	4.8
Pre-school child*	83.3	4.5
Elementary school child*	63.3	4.3
Teenager*	24.6	5.9
Self-classification of WTTW relationship		
Adults		
Regular viewers	23.2%	4.3%
View once a week	13.2	6.4
View now and then	53.8	55.3
Never watch WTTW	9.8	34.0
Pre-school and elementary school children		
Regular viewers	73.7%	9.9%
Once a week	4.7	6.5
View now and then	19.5	47.9
Never watch	2.2	35.8

*Percentage based on households with children this age present.

VIEWING LEVELS OF PUBLIC TELEVISION ACROSS DEMOGRAPHIC CLASSIFICATIONS

Figure 5 and Table 6A present the proportion of WTTW viewers present in various demographic classifications. By looking at Table 6A, one can easily determine how the level of viewing WTTW varies among different subgroups of the population. Table 6B presents the same data, though the percentages are based upon the viewing categories instead of the demographic subgroups. This table allows one to note the different audience composition of viewers and non-viewers.

The tremendous importance of children's viewing to non-commercial television is illustrated by observing the first three characteristics in Table 6. These attributes concern the structure and size of the nuclear family. Households with three or more persons are much more likely to be in the audience of WTTW than households with only one or two members. The highest levels of viewing are among people age 30-39. Both of these characteristics are likely to be present in households with young children present. Fully 69.7% of households do have either elementary or pre-school children present, who are in the audience of WTTW, while only 26.9% of those without children are viewers.

It is clear that any increase in the absolute size of the audience of WTTW will have to come from adult portions of the audience, since 80.7% of the families with pre-school children are already part of WTTW's audience. Viewership of WTTW by households with elementary children present is lower, 68.5%. While it is somewhat discouraging to note a drop-off from pre-school to elementary age viewing, both of these figures represent very high proportions of the audience. Attempts to increase the audience size of WTTW by increasing children's viewing are limited by the principle of diminishing returns. As we shall note later, the adult audience for public broadcasting allows much more room for growth.

Traditionally, public television has been more popular among upper social and economic groups. While this tendency also exists to a limited extent for WTTW, it is important to note that more than three-fifths (61.2%) of the audience of WTTW has less than a B.A. degree (See Table 6B). However, Table 6A shows that viewership of WTTW proceeds from a low of 22% to 24% among men and women with only an elementary

FIGURE 5

PERCENTAGES OF HOUSEHOLDS VIEWING WTTW IN VARIOUS CATEGORIES

Table 6A

THE PROPORTION OF WTTW VIEWERS PRESENT
IN VARIOUS DEMOGRAPHIC CLASSIFICATIONS

Item	Percentage of households viewing WTTW	N
Size of household		
Single person	26.3%	(667)
Two persons	27.0	(1396)
Three persons	50.1	(1308)
Four persons	53.7	(313)
Five persons	59.0	(462)
Six or more	66.3	(505)
Presence of children in household		
No pre-school or elementary children	26.9%	(2952)
Do have pre-school children*	80.7	(890)
Do have elementary children*	68.5	(1296)
Do have teenagers*	46.2	(936)
Age of household head		
Under 30	51.0%	(663)
30-39	64.8	(822)
40-49	48.2	(883)
50-59	34.5	(877)
60-69	28.0	(684)
Over 70	27.4	(468)
Education level of the man of the house		
Elementary	24.1%	(286)
Less than high school	32.5	(372)
High school	43.1	(1426)
Some college	52.8	(729)
BA degree	50.9	(613)
Graduate work	59.3	(319)
No husband	34.0	(738)

*Categories not mutually exclusive.

(More)

Table 6A
(concluded)

Item	Percentage of households viewing WTTW	N
Educational level of the lady of the house		
Elementary	22.0%	(409)
Less than high school	33.2	(500)
High school	44.2	(1900)
Some college	53.1	(784)
BA degree	54.0	(480)
Graduate work	58.9	(196)
No wife	29.4	(241)
Employment status of household head		
Employed	46.6%	(3544)
Retired	27.0	(725)
Unemployed	40.9	(32)
Student	38.3	(278)
Occupation of household head		
Manual	40.2%	(251)
Semi-skilled	37.0	(310)
Skilled	46.8	(897)
Supervisor	46.0	(267)
Clerical	43.5	(546)
Manager	48.7	(349)
Professional	55.9	(811)
Race		
White	42.4%	(3798)
Black	42.7	(729)
Oriental	61.8	(23)
Spanish	52.1	(69)
Other	32.9	(33)

Table 6B

DEMOGRAPHIC PROFILE OF VIEWERS AND NON-VIEWERS

Item	WTTW viewers (N=1983)	Non-viewers (N=2672)
Size of household		
Single person	8.8%	18.4%
Two persons	19.0	38.2
Three persons	33.1	24.4
Four persons	8.5	5.4
Five persons	13.8	7.1
Six or more	16.9	6.4
Children in household		
Yes	60.0%	19.3%
Pre-school children*	36.4	6.4
Elementary school children*	45.0	15.3
Teenagers*	22.1	18.9
Age of head of household		
Under 30	17.6%	13.1%
30-39	27.8	11.7
40-49	22.2	18.5
50-59	15.8	23.2
60-69	10.0	19.9
Over 70	6.7	13.7
Education of man of house		
Elementary	3.5%	8.6%
Less than high school	6.2	9.9
High school	31.7	31.9
Some college	19.8	13.5
BA degree	16.1	11.8
Graduate work	9.8	5.1
No husband	12.9	19.2

*Categories not mutually exclusive.

(More)

Table 6B
(concluded)

Item	WTTW viewers (N=1983)	Non-viewers (N=2672)
Education of the lady of the house		
Elementary	4.6%	12.6%
Less than high school	8.5	13.1
High school	43.2	41.6
Some college	21.4	14.4
BA degree	13.3	8.7
Graduate work	5.3	2.9
No wife	3.7	6.7
Employment status of household head		
Employed	83.9%	72.4%
Retired	10.0	20.3
Unemployed	0.7	0.7
Student	5.4	6.6
Occupation of household head		
Manual	6.3%	8.3%
Semi-skilled	7.1	10.8
Skilled	25.9	26.3
Supervisor	7.6	8.0
Clerical	14.7	17.0
Manager	10.5	9.9
Professional	28.0	19.7
Race		
White	81.1%	81.9%
Black	15.7	15.6
Oriental	0.7	0.3
Spanish	1.8	1.2
Other	0.6	0.9

education to a high of about 59% among those with some graduate training.

Much smaller viewing differences are noted among other social and economic groupings. Except for the extremely high level of viewing by the professional group, the remaining occupational categories have approximately the same level of viewing. In the same manner, the racial distribution of viewers and non-viewers is virtually identical.

Differences are also noted in Figure 6 and Table 7 among groups of viewers and non-viewers concerning the availability and use of the television. Viewers are more likely to have more than one television in the home (62.9% vs. 51.8%) and also more likely to have the television set on over six hours each day (47.4% vs. 33.8%). Regular daytime viewing is a factor which is important for viewing WTTW. More than three-fourths (77.4%) of the pre-school viewers of WTTW view WTTW regularly during the daytime while only 40.9% of the non-viewers report this activity by their children. This same tendency is present among households with elementary children.

It is often hypothesized that the presence of multiple television sets in the home will increase the viewership of public television since family members can simultaneously view programs of interest to them. At first glance, the figures noted above would lend support to this contention. However, families which have more than one television set are more than likely to have higher than average levels of education since the higher levels of income associated with higher education allow a family to purchase and maintain two television sets in the home. In addition, families which have children present in the home are also more likely to have two or more television sets since there is little motivation to have multiple sets present in the home when the household has only one or two members. Both the presence of children and higher levels of education were found to be important indicators of viewing public television (See Table 6A). If one holds the effect of these two variables constant, it would seem that the influence of multiple sets in the home would be minimal. From Table 8 this hypothesis is supported. While substantial differences are noted in viewing of WTTW between educational and family size categories, only small differences are noted between multiple-set and single-set homes within each category.

FIGURE 6

GENERAL VIEWING HABITS OF FAMILIES
WITH PRE-SCHOOL AND ELEMENTARY CHILDREN

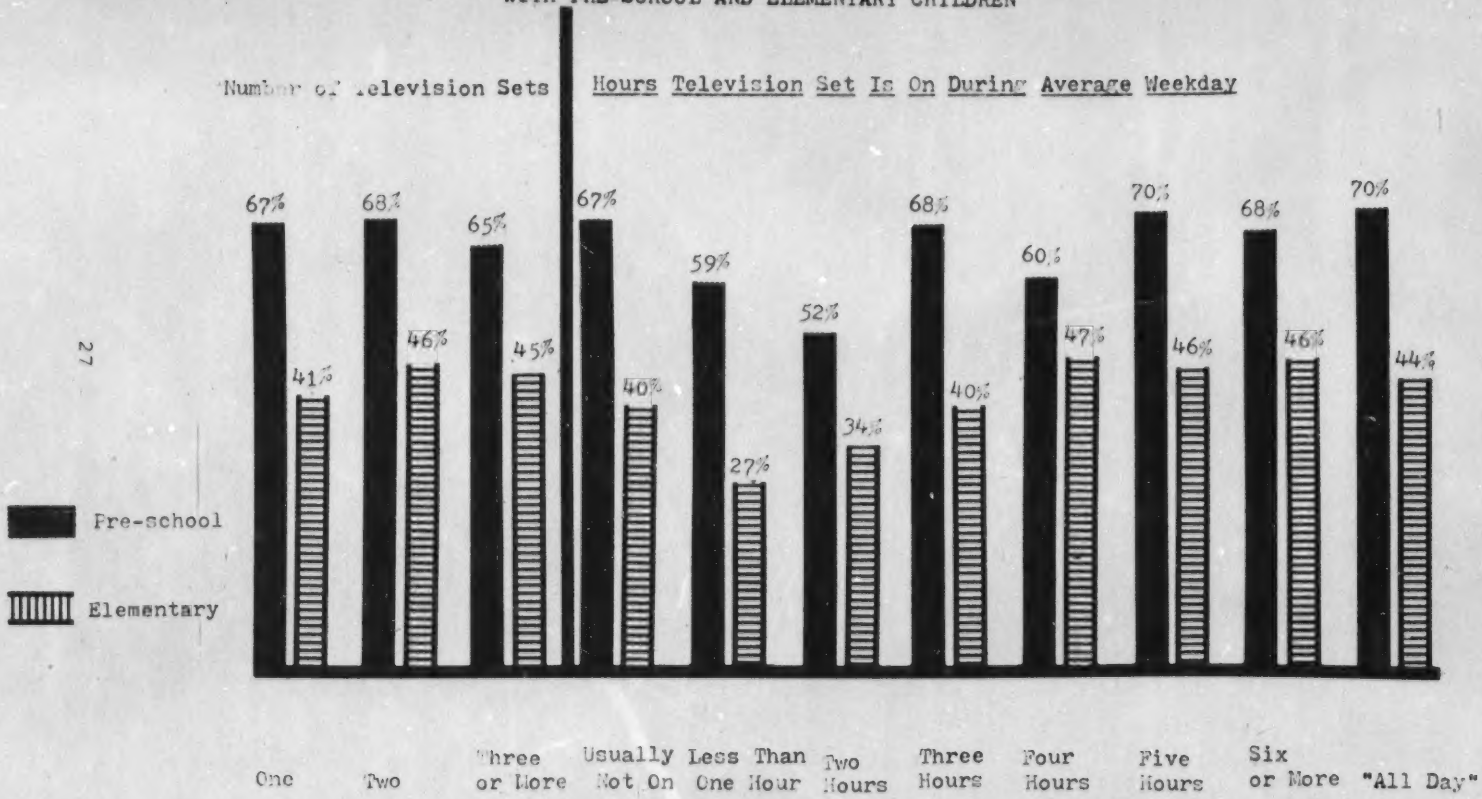

FIGURE 6 (Concluded)

GENERAL VIEWING HABITS OF FAMILIES WITH PRE-SCHOOL AND ELEMENTARY CHILDREN

Who Watched TV During Day On Weekdays

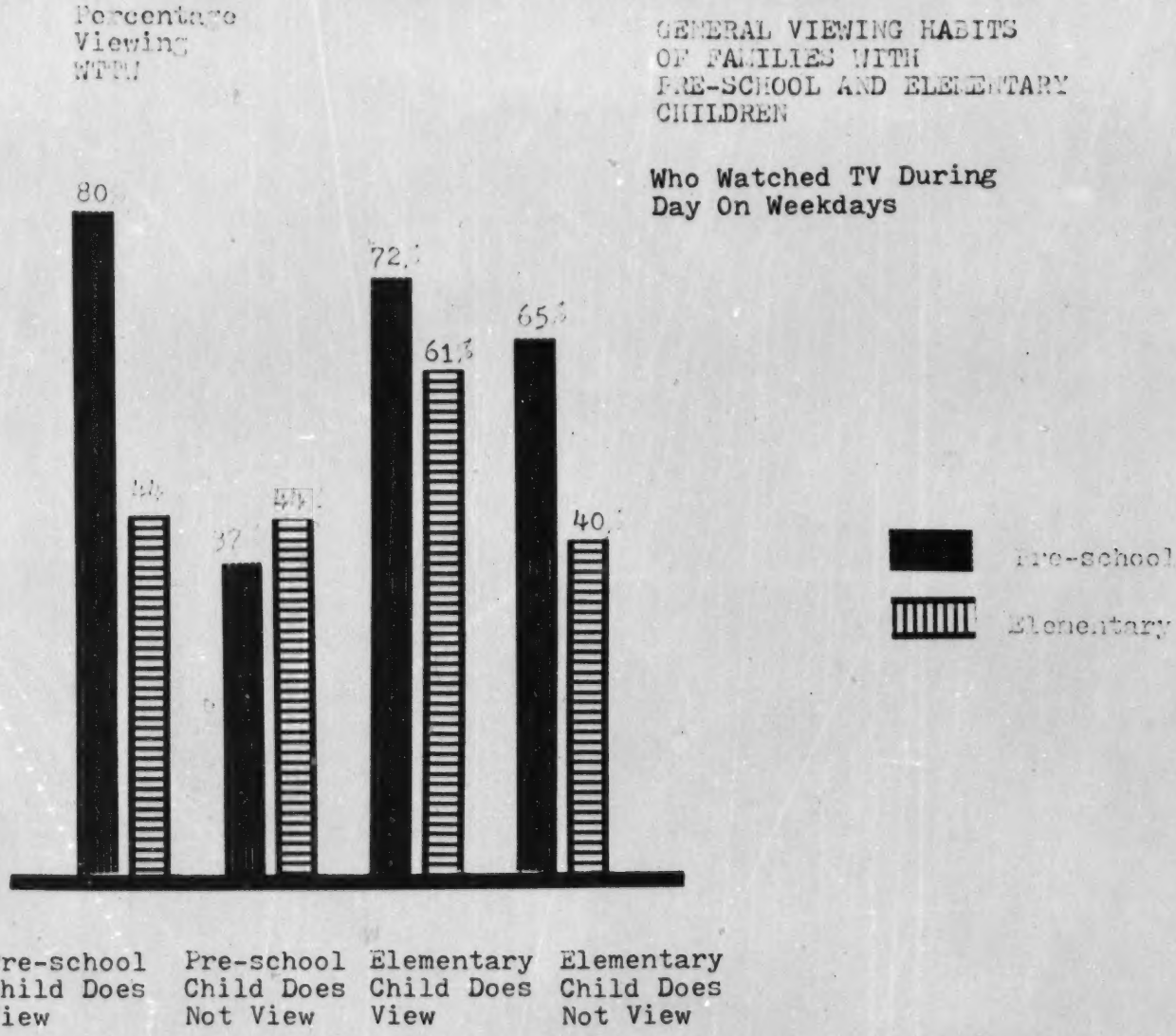

Table 7

AVAILABILITY AND USE OF TELEVISION
AMONG VIEWERS AND NON-VIEWERS

Item	WTTW viewers (N=1986)	Non-viewers (N=2675)
Number of television sets		
One set	37.1%	48.2%
Two sets	42.5	35.4
Three or more	20.4	16.4
Hours television set is on during average weekday		
Not on	0.4%	1.3%
Less than 1 hour	2.9	6.3
Two hours	9.0	12.9
Three hours	12.5	16.7
Four hours	15.1	16.0
Five hours	12.7	12.9
Six or more hours	27.1	21.3
All day	20.3	12.5
Who watches television during day on weekdays		
Female adult	47.4%	39.7%
Male adult	10.0	11.7
Pre-school children*	77.4	40.9
Elementary*	39.1	22.0
Teenager*	21.5	13.3
Method of channel selection		
Turn dial	10.5%	13.5%
Consult daily newspaper listings	5.7	6.1
Consult weekly newspaper listings	37.2	33.0
Consult "TV Guide"	46.6	47.3

*Percentages based on number of households with children of this age present.

Table 8

THE EFFECT OF MULTIPLE TELEVISION SET OWNERSHIP ON VIEWING LEVELS HOLDING CONSTANT THE PRESENCE OF CHILDREN AND EDUCATIONAL LEVELS

Category	Percentage Viewing WTTW			
	Multiple Set Homes	N	Single Set Homes	N
Households with high educational levels and young children present	74.3%	535	75.1%	(220)
Households with low educational levels and young children present	66.9%	523	63.4%	(260)
Households with high educational levels and no young children present	36.8%	543	32.9%	(341)
Households with low educational levels and no young children present	24.5%	698	20.1%	(583)

WTTW VIEWING IN HOMES WITH PRE-SCHOOL AND ELEMENTARY SCHOOL CHILDREN

As the reader has noted from the previous sections, the audience of pre-school and elementary children is vitally important to the audience size of public television. Fully 69.7% of those households with either pre-school or elementary children present viewed WTTW last week.* This section will focus on the viewing habits and characteristics of those families in the sample with pre-school and elementary children present in the home. This can effectively be done by comparing the frequency of viewing WTTW among various sub-groups of the sample. Table 9 presents the results of the first step in the analysis of viewing by households with children present.

Once again, a slight increase in children's viewing levels is noted among multiple set homes. As pointed out above, however, it must be remembered that families with more than one television present in the home tend to have higher than average levels of income and education. It is this segment of the population that has the highest viewing levels in the first place. Thus the net effect of multiple set ownership for children's as well as adults' viewing would appear to be quite small.

No consistent differences between viewers and non-viewers emerge in the number of hours the television is on for either group of children. However, regular daytime viewing by pre-school and elementary children is an important factor in viewing WTTW. This is not surprising since most of the children's programming on WTTW occurs during the afternoon. This is illustrated by the fact that 80.0% of the pre-school children who normally view television during the daytime hours are in the audience of WTTW. On the other hand, only 37.4% of the pre-schoolers who ordinarily do not view television during the daytime are in the WTTW audience. The same pattern of findings is present for the elementary age group of children.

A closer look at the intra-family dynamics of viewing is provided by Table 10, which compares the viewing of WTTW by different members of the family. Both pre-school and elementary

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*Since the number of families with children present is lower than the total sample size, the accuracy of estimation is also lowered. The standard error is increased to 1.11. With 95% confidence, one would expect the true level to be 69.7 $\pm$ 2.18 or between 67.5% and 71.8%.

Table 9

GENERAL VIEWING HABITS OF FAMILIES WITH PRE-SCHOOL AND ELEMENTARY CHILDREN

Item	Percentage Viewing WTTW: Pre-school Homes	N	Elementary Homes	N
Number of television sets				
One	66.8%	(343)	41.3%	(363)
Two	68.1	(389)	45.7	(598)
Three or more	64.6	(164)	45.2	(341)
Hours television set is on during average weekday				
Usually not on	66.7%	(3)	40.0%	(5)
Less than one hour	58.8	(17)	27.3	(33)
Two hours	52.5	(40)	34.3	(67)
Three hours	68.1	(69)	40.2	(122)
Four hours	59.6	(109)	46.6	(163)
Five hours	70.4	(108)	46.3	(164)
Six or more	67.7	(285)	46.1	(438)
"All day"	70.2	(275)	44.1	(322)
Who watches television during daytime on weekdays				
Female adult				
Does view	65.7%	(475)	47.2%	(595)
Does not view	68.5	(428)	41.4	(717)
Male adult				
Does view	50.9	(53)	47.6	(103)
Does not view	67.7	(855)	43.9	(1210)
Pre-school child				
Does view	80.0	(626)	44.2	(376)
Does not view	37.4	(281)	44.1	(938)
Elementary child				
Does view	72.3	(191)	60.5	(438)
Does not view	65.4	(717)	40.0	(876)
Teenager				
Does view	75.0	(32)	42.7	(103)
Does not view	66.5	(875)	44.3	(1210)

Table 10

THE INTRA-FAMILY DYNAMICS OF VIEWING WTTW

Item	Percentage Viewing WTTW			
	Pre-school Homes	N	Elementary Homes	N
Who in family watched WTTW last week:				
Female adult:				
Does view	87.4%	206	60.5%	(281)
Does not view	66.5%	641	42.3%	(969)
Male adult:				
Does view	77.6%	107	60.1%	(183)
Does not view	65.3%	801	41.6%	(1131)
Pre-school child:				
Does view	100.0%	607	51.9%	(378)
Does not view	--	301	41.0%	(936)
Elementary child:				
Does view	79.7%	241	100.0%	(580)
Does not view	62.3%	666	--	(734)

children are much more likely to be viewers of WTTW if their parents also view WTTW. This is particularly true in the case of the mother of the home. While 87.4% of the pre-school households view WTTW if the female adult watches, only 66.5% of those homes without female adults viewing tend to watch WTTW.

In the same manner, pre-school and elementary children are also more likely to view WTTW if their siblings view WTTW. It is interesting to note that the programming preferences of the elementary child are more influencial in this respect. Pre-school viewing of WTTW increases by 17.4% if the elementary-age sibling views WTTW, while elementary viewing increases by only 10.9% if the pre-schooler in the family watches WTTW.

Table 11 shows that as children get older their involvement with WTTW seems to decline. Parents of elementary-age children rate their children as being less involved with WTTW than do parents of pre-school children. One also notes that adults' support for involvement with WTTW dramatically increases if their children are viewers of WTTW.

Table 11

SELF-CLASSIFICATION OF WTTW INVOLVEMENT BY FAMILIES WITH PRE-SCHOOL AND ELEMENTARY-AGE CHILDREN PRESENT

Item	Pre-school families		Elementary families	
	Do view (N=606)	Do not view (N=300)	Do view (N=580)	Do not view (N=733)
Adult self-classification				
Regular viewing "fan"	18.8%	8.3%	17.8%	9.1%
View once a week	9.4	6.8	8.8	7.0
View now and then	55.5	52.3	58.9	56.2
Never watch WTTW	16.3	32.6	14.5	27.7
Young children classification by parents				
Regular viewing "fan"	88.5%	35.2%	71.5%	35.9%
View once a week	1.7	5.3	7.0	5.2
View now and then	9.7	32.4	21.2	39.3
Never watch WTTW	0.1	27.1	0.3	19.7

Table 12, on the contrary, seems to indicate that little of the adults' enthusiasm for WTTW results in actual viewing of programs other than those directed at children. It is somewhat discouraging to note that fully 85.5% of families with pre-school viewers of WTTW watch only children's programs. Evidently, few parents are led to view WTTW because their children view it. The same pattern exists for elementary-age children, with 80.1% of the households viewing only children's programs.

Finally, let us look at the demographic characteristics of viewers and non-viewers, but unlike the earlier analysis, this time we will focus only on families with young children in the home. The same pattern of findings emerges in Table 13 as was earlier presented in Table 6A. Viewing of WTTW rises as soon as the educational level of the respondent includes some college education.

Table 12

PROGRAMS VIEWED "LAST WEEK" BY FAMILIES
WITH PRE-SCHOOL OR ELEMENTARY-AGE CHILDREN PRESENT

Item	Pre-school families		Elementary families	
	Do view (N=607)	Do not view (N=301)	Do view (N=580)	Do not view (N=733)
Children's only	85.5%	76.2%	80.1%	66.5%
Public affairs only	--	2.6	0.4	5.2
Music/drama only	--	7.7	3.0	14.4
Children's and public affairs	4.6	2.9	5.7	3.2
Children's and music/drama	9.9	10.7	10.7	10.7

A curious aspect of Table 13 concerns the racial differences of viewing among homes with children in them. Among pre-school children, the viewing levels of whites exceeds those of blacks (67.3% vs. 62.3%). However, among elementary-age children the pattern is reversed (42.6% vs. 50.4%). While viewing of public television by black children is initially lower than that of white children, it does not appear to drop off as rapidly as a child passes between the pre-school and elementary ages.

DIFFERENT CATEGORIES OF WTTW VIEWERS ACCORDING TO TYPES OF PROGRAMS NAMED

A preliminary effort at categorizing WTTW viewers was made by grouping respondents according to the type(s) of WTTW programs viewed by their families during the preceding week. Four basic groups were established: those naming only children's programs, those naming only music/drama programs, those naming only public affairs, and those naming a combination of these programs.

Not surprisingly, the largest single group of programs named was the children's programs. Slightly less than half of the viewers (46.5%) named only children's programs. This compares to 9.9% for public affairs, 18.9% for music/drama, and 24.8% for other combinations. Table 14 presents information concerning the relative popularity of specific programs at the time the survey was carried out late in the spring, when viewing levels are at their lowest. Respondents were queried

Table 13

PROPORTION OF PRE-SCHOOL AND ELEMENTARY FAMILIES
VIEWING WTTW IN VARIOUS DEMOGRAPHIC CLASSIFICATIONS

Item	Percentage Viewing WTTW: Pre-school families	N	Elementary families	N
Occupation of household head				
Manual	71.9%	(57)	50.5%	(93)
Semi-skilled	67.5	(80)	38.1	(97)
Skilled	65.0	(240)	44.8	(326)
Supervisor	66.7	(54)	37.2	(86)
Clerical	69.7	(99)	44.9	(158)
Managerial	71.4	(77)	47.1	(138)
Professional	71.3	(195)	45.2	(279)
Educational level of male head of household				
Elementary	62.5%	(32)	33.3%	(60)
Less than high school	60.3	(58)	42.2	(102)
High school	63.2	(315)	40.0	(455)
Some college	71.5	(200)	52.2	(268)
BA degree	71.9	(139)	43.1	(202)
Graduate work	74.2	(89)	47.6	(103)
No male of house present	59.6	(57)	48.5	(103)
Age of head of household				
Under 30	66.2%	(272)	47.5%	(101)
30-39	72.6	(369)	49.1	(509)
40-49	66.5	(167)	39.4	(462)
50-59	47.8	(46)	44.9	(156)
60-69	37.5	(24)	36.4	(33)
Over 70	25.0	(4)	0.0	(5)
Race				
White	67.3%	(664)	42.6%	(1019)
Black	62.3	(191)	50.4	(244)
Oriental	76.9	(13)	71.4	(8)
Spanish	73.3	(30)	34.3	(35)
Other	85.7	(7)	50.0	(6)

Table 14

FREQUENCY AND PERCENTAGE VIEWING OF SELECTED PROGRAMS

Program	Frequency of mention ("Last week"/ "Last year")	Percentage of sample viewing during last year (N=4662)	Percentage of viewers watching during last year (N=1986)
Children's			
Sesame Street	973/1134	24.3%	57.1%
Zoom	642/723	15.5%	36.4%
Electric Company	635/725	15.6%	36.7%
Misterodgers	556/604	13.0%	30.6%
Adventures of Coslo	30/37	0.8%	1.9%
Carrascolendas	12/12	0.3%	0.7%
Public Affairs			
Consumer Game	23/45	1.0%	2.4%
Restaurant Inspection Special	3/11	0.2%	0.5%
Watergate Hearings	28/163	3.5%	8.2%
Prime Time-Chicago	36/72	1.5%	3.5%
Bill Moyers' Journal	41/55	1.2%	2.8%
Washington Week in Review	57/83	1.8%	4.2%
The Advocates	17/35	0.8%	1.9%
Phantom India	0/13	0.3%	0.7%
Political Interviews	16/49	1.1%	2.6%
Music/Drama			
Nana	6/55	1.2%	2.8%
Upstairs/Downstairs	186/380	8.2%	19.3%
Made in Chicago	6/32	0.7%	1.6%
Gilbert and Sullivan	3/21	0.5%	1.2%
Theatre in America	34/82	1.8%	4.2%
Bergman Movies	28/126	2.7%	6.3%
Roads to Freedom	17/23	0.5%	1.2%
Masterpiece Theatre	102/331	7.1%	16.7%
Other			
Nova	59/108	2.3%	5.4%
The Killers	18/68	1.5%	3.5%
Men Who Made the Movies	4/25	0.5%	1.2%
Religious America	9/27	0.6%	1.4%
Book Beat	17/41	0.9%	2.1%
Sunday Evening Club	27/42	0.9%	2.1%
Ethnic Programs	25/76	1.6%	3.8%
Cooking, Yoga, Other	118/261	5.6%	13.2%

about the programs they viewed last week and the programs they viewed during the past year. Percentages in the table reflect the proportion of the total sample that viewed an individual show sometime during the past year. Table 15 contrasts viewer groups on a number of relevant characteristics.

Those naming only children's programs report the highest general level of television use, in terms of the number of hours the household set is on during the average weekday. As expected, they also are the most likely to include pre-school or elementary children in the household.

When one looks at the self-classification of the level of involvement with WTTW, one notes that people citing only children's programs report high proportions of young children who are regular viewing fans of WTTW. However, the situation for adults in the household is quite different. It is not surprising that four-fifths of the group naming only children's shows are casual viewers of WTTW, whereas almost three out of ten people in the public affairs and music/drama group (29.8% and 27.5%) say the household adults are regular viewing fans. The adults who show the highest level of involvement with WTTW are those citing a combination of programs; 37.9% of them consider themselves regular viewers. One hypothesis of why this condition exists is that viewing in these families is not restricted only to adults or only to children but rather that weekly television fare includes a wide range of programs.

In households where only children's programs are viewed, it is hardly surprising to note that only 20.2% of the women and 7.0% of the men were in the audience of WTTW "last week." Apparently, many mothers watch children's programs along with their children. However, most adult viewing is heavily concentrated in the non-children's programs. Public affairs programs are most attractive to men, while women seem to prefer music/drama programs. Even so, in every program category, the level of women's viewership is higher than that of men.

Interesting differences appear when one looks at the racial differentials in viewing of program types. White respondents comprise 90% of the music/drama and the public affairs audience. However, when one looks at the children's programs, the picture is much different. Black respondents represent a disproportionately large share of the children's audience. Fully 69.1% of the black viewers watch only children's programs, while only 46.9% of the white viewers

Table 15

COMPARISON OF VIEWERS OF DIFFERENT TYPES OF WTTW PROGRAMS

Item	Type of program named: Children's (N=923)	Public affairs (N=196)	Music/ drama (N=375)	Other combination (N=492)
Television set is turned on				
6 or more hours	33.1%	19.7%	19.2%	24.6%
All day	27.4	12.5	11.0	17.4
Pre-school children in household	63.1	1.6	2.3	26.7
Elementary children in household	67.5	9.4	16.2	39.4
Self-classification of WTTW viewers				
Adults:				
Never watch	19.2	2.4	2.1	0.7
Now and then	60.0	54.3	52.6	43.0
Once a week	8.6	13.5	17.8	18.4
Regular viewer	12.3	29.8	27.5	37.9
Children*:				
Never watch	0.4	28.1	18.3	2.4
Now and then	15.7	52.1	65.5	18.7
Once a week	4.7	3.7	5.3	4.6
Regular viewer	79.3	16.1	10.8	74.2
Head of household watched WTTW last week				
Female adult	20.2	65.1	77.8	73.3
Male adult	7.0	51.1	43.1	46.8

*Percentages based on household with pre-school and elementary children present.

(More)

Table 15
(concluded)

Item	Children's (N=923)	Public affairs (N=196)	Music/ drama (N=375)	Other combination (N=492)
Husband's education				
Elementary	4.1%	3.1%	4.3%	2.2%
Some high school	7.4	9.0	3.3	5.0
High school	33.7	33.9	28.3	29.4
Some college	22.5	14.8	19.5	16.9
BA degree	15.4	15.7	16.8	17.1
Graduate work	7.5	6.8	10.7	14.5
No husband	9.4	16.7	17.0	14.9
Age of husband				
Under 30	22.6	8.1	14.8	14.2
30-39	40.3	8.4	9.1	26.0
40-49	24.0	14.8	21.6	22.0
50-59	9.2	24.2	26.5	16.6
60-69	2.5	25.2	18.6	11.4
Over 70	1.4	19.2	9.3	9.7
Race				
White	73.8	89.9	90.0	85.8
Black	21.9	7.5	8.3	13.2
Oriental	1.1	1.0	0.4	0.3
Spanish	3.2	1.6	0.3	0.6

watch only children's programs. Figure 7 depicts the program composition of white and black viewing.

THE AUDIENCE OF WTTW'S AUCTION SPECIAL

Since the present survey was conducted shortly after the auction special, it was decided to gather additional information about the audience for this special. Figure 8 and Table 16 summarize the basic information on the auction.

Table 16

BASIC AUDIENCE STATISTICS FOR WTTW'S AUCTION SPECIAL

Item	Percent (N=4662)
Percentage viewing auction	38.0%
Frequency of viewing auction*	
Once	24.5%
Twice	27.2
Three times	19.2
Four times	9.4
Five or more times	19.8
Time viewing auction*	
Less than 30 minutes	20.6%
Hour or less	21.3
1-2 hours	21.3
2-5 hours	22.0
Over 6 hours	14.7

*Percentages based upon number of respondents viewing the auction.

The level of auction viewing is just slightly lower than that of viewing WTTW "last week." Approximately half of the respondents watched the auction three or more times. Almost six out of ten respondents watched the auction for a total time of more than one hour.

Tables 17 and 18 present more detailed information about auction viewing. From all indications, the audience characteristics of the auction special are similar to those of the audience of

FIGURE 7

COMPOSITION OF PROGRAMS VIEWED
BY RACE

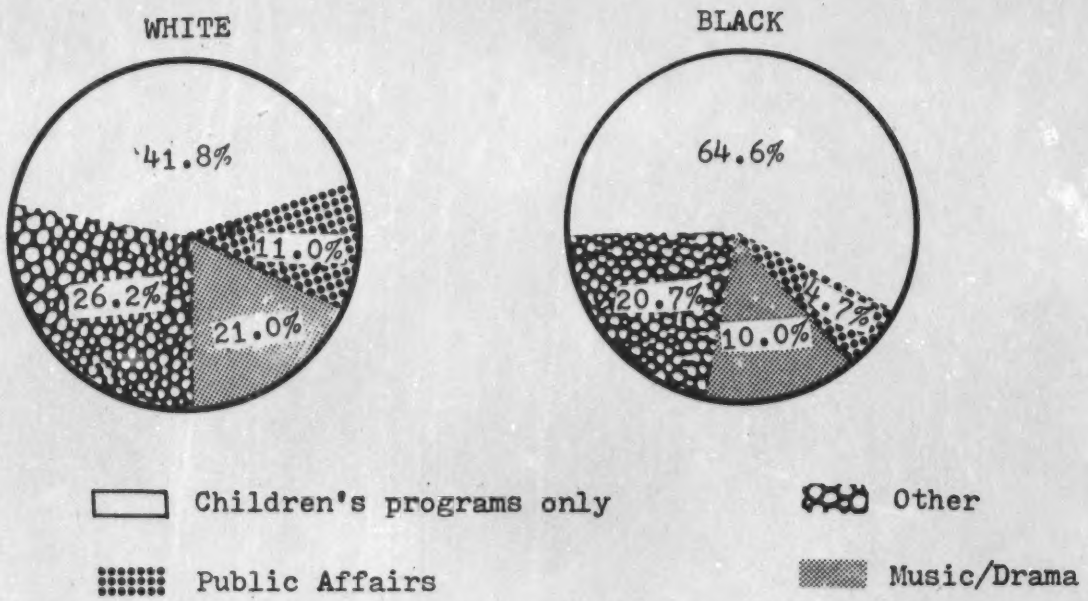

FIGURE 8

PERCENTAGE VIEWING AUCTION BY
VARIOUS DEMOGRAPHIC SUB-CLASSIFICATIONS

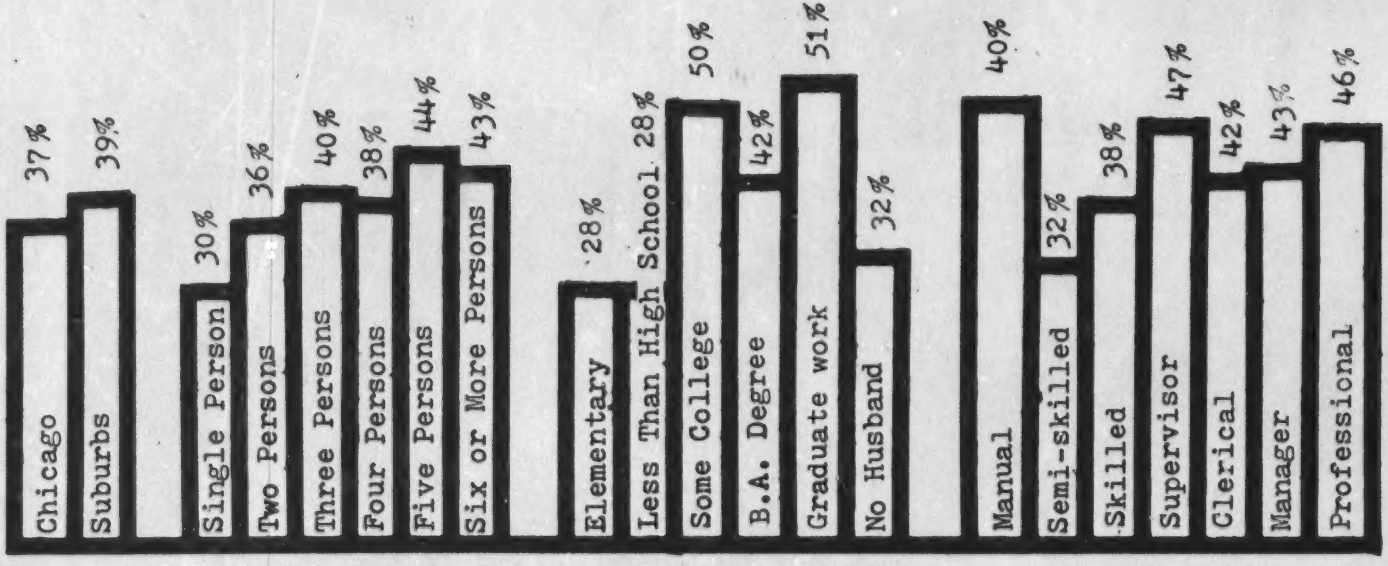

FIGURE 8 (CONCLUDED)

regularly scheduled programs. As noted earlier, households with (1) more than two members, (2) slightly more education, (3) higher social and economic status, (4) more whites than blacks, and (5) younger adults are more likely to be in the auction audience.

Table 17

COMPARISON OF AUCTION VIEWERS AND REGULAR VIEWERS OF WTTW

Item	Percentage viewing auction special	N
Viewership of WTTW		
Viewer	50.7%	(1986)
Non-viewer	28.4	(2675)
Viewer type*		
Children's programs	47.9	(1164)
Public affairs	53.3	(452)
Music/drama	58.9	(705)
Self-classification of WTTW relationship		
Children**		
Never watch	25.1	(190)
Now and then	38.6	(447)
Once a week	49.4	(84)
Regular viewer	50.3	(904)
Adult		
Never watch	7.7	(1085)
Now and then	43.5	(2510)
Once a week	51.1	(426)
Regular viewer	61.1	(570)

*Categories are not mutually exclusive.
**Percentages based upon number of households with children present.

The enthusiasm for viewing the auction is more strongly related to adult involvement with WTTW than to children's involvement. Besides being related to viewing of the auction, adult involvement with WTTW is strongly related to both the number of times the auction was viewed and the length of time spent viewing the auction.

Table 18

PERCENTAGE VIEWING AUCTION OF
VARIOUS DEMOGRAPHIC SUB-CLASSIFICATIONS

Item	Percentage viewing auction special	N
Area		
Chicago	36.6%	(2315)
Suburbs	39.3	(2346)
Number in household		
Single person	30.3%	(667)
Two persons	35.8	(1396)
Three persons	40.3	(1308)
Four persons	38.1	(313)
Five persons	43.9	(462)
Six or more persons	42.7	(505)
Education of man of the house		
Elementary	27.5%	(286)
Less than high school	28.4	(372)
Some college	49.7	(729)
BA degree	42.0	(613)
Graduate work	50.5	(319)
No husband	31.6	(738)
Occupation of head of household		
Manual	39.8%	(251)
Semi-skilled	31.5	(310)
Skilled	38.2	(897)
Supervisor	46.8	(267)
Clerical	41.7	(546)
Manager	42.5	(349)
Professional	45.9	(811)
Age of head of household		
Under 30	43.3%	(663)
30-39	42.1	(822)
40-49	42.5	(883)
50-59	37.8	(877)
60-69	33.2	(684)
Over 70	30.2	(468)

(More)

Table 18
(concluded)

Item	Percentage viewing auction special	N
Race		
White	40.1%	(3798)
Black	29.3	(729)
Oriental	33.3	(23)
Spanish	17.4	(69)
Other	27.3	(33)

In fact, evidence seems to indicate that the popularity of the auction among adults is greater than that of regularly scheduled programs. The weekly cumulative level of adult viewing is approximately 25%. Seen in this light, the level of auction viewing, 38.0%, is an extremely respectable figure.

IMPROVEMENTS IN SIGNAL RECEPTION FOLLOWING MOVE TO SEARS TOWER

In April 1974, a month before the survey was made, WTTW moved its transmitting antenna to the Sears Tower, which is currently the tallest building in the Chicago area. The old location of the transmitter had become increasingly inadequate in terms of reception quality, as new high-rise buildings impaired its signal. The problem of a double image was especially critical in some areas. The move to the Sears Tower was completed approximately a month before the data for the present survey were gathered. This provided a good opportunity to inquire of respondents how their current reception of WTTW compared to earlier reception. The resulting frequency distribution is shown in Table 19.

Table 19

IMPROVEMENT IN SIGNAL RECEPTION

Item	Better	Worse	Same	Don't know
Frequency	1531	112	1419	995
Percentage	37.7%	2.8%	35.0%	24.5%

One might argue that only adults who normally view WTTW are in a position to know whether their signal reception was in fact improved. When the analysis is restricted to regular adult viewers, the following frequency distribution results.

Table 20

IMPROVEMENT IN SIGNAL RECEPTION AMONG REGULAR WTTW VIEWERS

Item	Better	Worse	Same	Don't know
Frequency	294	22	200	48
Percentage	52.2%	3.8%	35.5%	8.5%

Thus, a great potential for growth of WTTW is present simply because of its better signal transmission.

In an attempt to discover if any area of the city profited more from the antenna change than others, an analysis was carried out of signal reception by geographical areas of the metropolitan region. While no pronounced differentials appeared among the six regions, the northern suburbs and the Calumet region (which includes the northwestern tip of Indiana) are the two areas that seem to be most improved. While an average of 37.7% of the sample felt their reception was improved, more than half of the respondents from the Calumet region and more than 40% of those in the northern suburbs felt that their reception had improved.

LISTENING TO PUBLIC RADIO

The greater Chicago metropolitan area has five non-commercial public radio stations. The call letters of the five stations are WBEZ, WCYC, WHPK, WMBI, and WRHF. Exposure to public radio in Chicago is very low. Only 150 respondents, 3.3 percent of the sample, report listening to public radio. Of these respondents, 117 listened to one station, WMBI. The other four stations shared the remaining 51 respondents in approximately equal fashion. While these figures are no doubt somewhat lower than reality since several respondents may not have known the call letters of the station they listen to, there is no escaping the fact that the frequency of listening to public radio in Chicago is low. These low frequencies do not permit further analysis by demographic or social variables in this project.

APPENDIX I

BASIC WTTW INTERVIEW SCHEDULE

and

PROGRAM CODING SHEET

BASIC WTTW INTERVIEW SCHEDULE*

Good _____. This is Telesurveys of Illinois. We are conducting a survey of television viewing. We would like to ask you some questions if you have just a few moments. Your household is one of those chosen at random to represent families in this area. All information will be kept confidential and there will be no commercial or sales use made of it.

1. On the average weekday, about how long is the TV on in your house? Please think and include all the time it is on--regardless of who is watching.

Usually not on	4 hours
1 hour or less	5 hours
2 hours	6 hours
3 hours	6 hours or more
	"All day"

2. How many persons live in your household?

Single person	5 persons
2 persons	6 persons
3 persons	7 persons
4 persons	8 or more persons

3. Are there pre-school age children in the home?

Yes
No

4. Are there any children in elementary school?

Yes
No

5. Are there any high-school age children?

Yes
No

---

*Because of layout problems, the questions have been extracted rather than presenting a reproduction of the actual interview schedule.

6. Does anyone in your household usually watch TV during the daytime?

Yes	Who watches?	Female adult
No	Anyone else?	Male adult
		Pre-school child
		Elementary child
		Teenager

7. How many TV sets in working order are there in your home?

None	Two
One	Three or more

8. Has anyone in your household watched any programs on channel 11 last week? That's WTTW, the non-commercial public TV station?

Yes	If Yes: Ask "Who watched?"		Female adult
No		"Anyone else?"	Male adult
			Pre-school child
			Elementary child
			Teenager

9. What programs on channel 11 did members of your family view during the past week?

10. Are there any other programs that you may have watched from time to time during the past year that your family was not able to watch during the past week?

11. Recently, channel 11 began broadcasting from the Sears Tower. Has the picture quality improved, remained about the same, or gotten worse?

Improved	Don't know
Worse	Don't watch channel 11
Same	

12. Did members of your family watch channel 11's recent auction special?

Yes (ASK: How many times and about how many hours
No did you or your family watch?)

One time	Less than 30 minutes
Two times	More than 30 minutes but less than 1 hour
Three times	More than 1 hour but less than 2 hours
Four times	More than 2 hours but less than 5 hours
Five times or more	More than 5 hours

13. How do you most often select the TV program that you will view?

Turn on the TV and see what is on
Consult daily newspaper listings
Consult weekly listings in the weekend papers
Consult TV Guide

14. Does your family primarily watch programs on one channel, or do you find yourself watching many channels during the course of an evening?

One channel
Many channels

15. Which of these statements best describes your younger children--those in elementary school or of pre-school age?

Never watch channel 11
Watch channel 11 now and then
Watch channel 11 once a week
Regular viewing fan of channel 11

16. Which of these statements best describes the adults in your family?

Never watch channel 11
Watch channel 11 now and then
Watch channel 11 once a week
Regular viewing fan of channel 11

17. Do you or any members of your household listen to non-commercial public radio?

No (or can't give call letters)

WBEZ
WCYC
WHPK
WMBI
WRHF (Park Forest)

18. Are you the (man) (lady) of the house?

Lady
Man

19. How far did the lady of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "lady of the house"

20. How far did the man of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "man of the house"

21. Is the head of the house employed?

Yes, employed
Retired
Student
Unemployed

22. What is the occupation of the head of the household?

Manual or farm labor
Semi-skilled
Skilled tradesman or worker
Supervisor or foreman
Clerical, office or sales
Manager
Professional or semi-professional

23. How old is the head of the household?

24. What is your race or national origin?

White
Black
Oriental
Spanish-speaking
Other
Refused

25. Later this year the Corporation for Public Broadcasting is going to conduct more studies on TV viewing. These will entail no obligation or solicitation and all information will be strictly confidential. Would your family be interested in participating?

Yes
No

Please give us your name and address so we can contact you for these studies. Again, let me emphasize this information will be used only for these non-commercial studies.

PROGRAM CODING SHEET

Code	Program	Type
11	Sesame Street	Children's
12	Zoom	Children's
13	Electric Company	Children's
14	Misterogers' Neighborhood	Children's
15	Adventures of Coslo	Children's
16	Carrascolendas	Children's
21	Consumer Game	Public Affairs
22	Restaurant Inspection Special	Public Affairs
23	Watergate Hearings	Public Affairs
24	Prime Time--Chicago Recent programs on: Rape Abortion Welfare Police Criminal Court	Public Affairs
25	Bill Moyers' Journal	Public Affairs
26	Washington Week in Review	Public Affairs
27	The Advocates	Public Affairs
28	Phantom India	Public Affairs
29	Political Interviews Conducted recently with: Mayor Daley Gov. Walker Jim Thompson	Public Affairs
31	Nana	Music/Drama
32	Upstairs Downstairs (Masterpiece Theatre)	Music/Drama
33	Made in Chicago	Music/Drama
34	Gilbert and Sullivan	Music/Drama
35	Theatre in America	Music/Drama
36	Bergman Movies	Music/Drama
37	Roads to Freedom	Music/Drama
38	Other Masterpiece Theatre Programs	Music/Drama
41	Nova (Science Specials)	Other

Code	Program	Type
42	The Killers--Recent programs on: Heart Disease Genetic Defects Pulmonary Disease Trauma Cancer	Other
43	Men Who Made the Movies	Other
44	Religious America	Other
45	Book Beat	Other
46	Sunday Evening Club	Other
51	Ethnic Programs	Other

GENERAL CODES TO BE USED IF PROGRAM IS NOT LISTED ABOVE

97	Children's programs
98	Public affairs programs
99	Music/drama programs